

The Effect of Understanding Employees' Familiarity with Social Responsibility and Behavior with Employees on Organizational Citizenship Behavior with regard to Organizational Commitment in Sepah Bank of Rasht

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the purpose of this study was to evaluate the relationship between Social Responsibility and Employee behavior with Organizational Citizenship Behavior. The research is descriptive and is applied in terms of target. Based on data collection is also considered field. The tool of data Collection in this study is a questionnaire containing 17 questions is designed to measure the research variables. The variables are set equal to 5 Likert used. Validity of questionnaire was confirmed by professors and experts comments and reliability of it using Cronbach alpha was confirmed. The population of this Study was Employee of Sepah Bank in RASHT. Using the Cochran formula, 160 employee were studied as a final sample of research. To test the hypothesis a structural equation modeling approach was used. The results showed that Social Responsibility and Employee behavior has a significant relationship with Organizational Citizenship Behavior. Also Social Responsibility and Employee behavior has a significant relationship with Organizational commitment. On the other hand, Organizational commitment has a Significant relationship with organizational citizenship behavior.

Keywords : Keywords: Social Responsibility, Employee behavior, Organizational commitment, organizational citizenship behavior

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